

Ramona Furter

Applying for Product Marketing & Activations Specialist (B2B) · Nespresso UAE · Dubai



Product marketing and commercial specialist with 15+ years across FMCG product marketing, e-commerce and venture building: portfolios, launches, trade promotions, pricing, forecasts and budgets. Currently AI Project Lead at Swiss Post. My application site for this role: ramona-product-marketing-activations.pages.dev

Zurich, Switzerland **Swiss citizen** **Planning to move to Dubai** · available with notice +41 78 907 14 47
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Experience

AI Project Lead, Innovation & Business Strategy

Jan 2026 · now

Swiss Post, Advertising · Zurich

- Leads AI-driven business models from opportunity sizing to a **prioritised roadmap with KPIs**, then delivery from concept to launch.
- **Cut time spent on sales by 30%** through automation and AI implementation; **cut proposal and pitch feedback time by 90%** with a self-built pitch-check avatar.
- Builds the mockups and prototypes used in C-level presentations, so proposals are clicked, not described.

In between jobs and own ventures

Aug · Dec 2025

Cycled through Togo and Benin, then built smedium (first clients, websites shipped, AI workflows automated), grew Pedal Peak and went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production.

Senior Product Manager, Lead E-Commerce

Oct 2024 · Jul 2025

Ifolor Group · Zurich

- Owned the e-commerce ecosystem and strategy for a **CHF 100M+ business**, reporting to C-level; owned budget, resourcing and KPIs.
- **+9% conversion and +15% checkout completion** through research, A/B testing and analytics; led a cross-functional team and external agencies.

Lead Project Manager

Jun 2023 · Sep 2024

Brixel · Zurich

Owned B2B partnerships with financial institutions (UBS, Baloise) that drove growth; main bridge between senior client stakeholders and the internal product team.

Marketing & Growth Lead, Founding Team

Mar 2020 · May 2023

WePractice (Sparrow Ventures / Migros Group) · Zurich

- Founding team of a health venture: **2 funding rounds closed; grew to 10 locations, 23 people, 170+ customers**.
- Built the full go-to-market, hypothesis- and data-driven (**1000+ client matches in year one**); led marketing and sales after Series B.

Growth & Venture Builder

Sep 2019 · Sep 2022

Sparrow Ventures · Zurich

Built growth and go-to-market for several internal startups, from validation to scale-up; experimentation to lift conversion and cut acquisition costs.

Intrapreneur, Innovation

Jan 2017 · Aug 2019

Die Mobiliar · Bern

Market pilots from MVP to launch (Smide, XpertCheck, Lizzy): market-entry strategies, design-thinking market experiments steering marketing and product decisions, agency briefings; job rotation in digital marketing (SEO/SEA, analytics).

Earlier career · FMCG product marketing foundation

Junior Trade Marketing Manager

2016

Promena · Pratteln

Managed an own-brand portfolio end to end: promotion planning, procurement steering, budgets, reporting and billing; negotiated directly with international brand manufacturers; built calculations and tracked the market for pricing and assortment moves.

Junior Product Manager

2014 · 2015

Cruspi · Dällikon

Ran consumer and trade promotions end to end for well-known distribution brands, with strategic brand management responsibility; produced monthly statistics and sales reporting for management.

Assistant Product Manager

2010 · 2014

Domaco · Lengnau

Drove own projects from idea to market launch, including print and product approvals; prepared statistics, evaluations and budget and forecast inputs; organized marketing events, trade fairs and sponsoring.

Accountant · Kuoni, AMAG

2008 · 2010

Debtor and creditor reconciliation, margin control and plausibility checks; contributed to monthly, quarterly and annual financial statements.

Commercial apprenticeship (Kauffrau E-Profil) · Bridgestone Switzerland

2005 · 2008

Ventures

Pedal Peak (since 2023): live cycling platform built end to end with AI tooling. **smedium**: studio for branding and websites for small businesses.

Education

BBA Business Administration (Betriebsökonomie) ·

Zentrum Bildung, Baden · 2012 to 2015

CAS Digital Marketing · HWZ Zurich · 2019 to 2020

Diploma Online Marketing incl. Google Ads · 2016

Certified Mental Health Coach · IPC Academy Zurich ·

2020 to 2021

CAS Innovation · BFH Bern · 2016 to 2017

Commercial Employee, Federal VET Diploma · KV

Baden · 2005 to 2008

Skills

Product marketing: portfolio management, launch execution, consumer and trade promotions, pricing, competitive monitoring, forecasting, budget management. **Commercial**: B2B partnerships, go-to-market, sales enablement, project management. **Data and AI**: Google Analytics, A/B testing, KPI reporting; daily work with Claude (incl. Claude Code), ChatGPT, prompt engineering, n8n automations.

Languages

German native · **English** fluent (C1) · **French** conversational (B1)